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## FOR IMMEDIATE RELEASE

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### THE CITY OF TAYLORSVILLE LAUNCHES INNOVATIVE NEW ONLINE MAPPING TOOL TO ATTRACT BUSINESS

**Taylorsville, Utah** - The City of Taylorsville is launching its *Taylorsville "Property Locator"* today, providing access to powerful business information research only a mouse-click away. With the launch of the *Property Locator* today, the City of Taylorsville has just sped up and simplified the process of attracting job growth and retail businesses to the City.

The innovative website is an online program to attract and expand businesses and jobs in Taylorsville. A goal of the program is to simplify the process of working with City government when preparing for relocation and making expansion decisions. Now businesses will no longer have to leaf through reams of Census Bureau reports for demographic information or contact multiple city departments for basic data and documents.

"The *Property Locator* provides immediate access to critical business and development information needed to facilitate job growth in the City of Taylorsville," said Mayor Russ Wall.

#### **It is the first program of its type in the State of Utah.**

The *Taylorsville Property Locator* sends a clear message to potential business, real estate professionals and others: We are open and ready for business, on-line.

#### **WHAT TAYLORSVILLE PROPERTY LOCATOR DOES**

The *Taylorsville Property Locator* speeds up and simplifies the process of business attraction and site selection for expanding and relocating businesses. It does this by efficiently answering the main questions that businesses have when they are involved in the site selection analysis process. These questions include:

- What buildings and land are available in our community?
- What are the market characteristics (demographics, workforce, spending)?
- What are the business synergies and opportunities in unique locations of our community?
- What are the unique geographic characteristics and advantages?

All of this information is provided to website users in minutes using the *Taylorsville Property Locator* interactive Internet GIS mapping technology.

"The *Taylorsville Property Locator* goes far beyond a simple database of available sites and buildings. It provides the needed site selection analysis information that businesses require to identify the unique geographic advantages and business opportunities in our community. Buildings and sites are available



throughout the nation; what makes the City of Taylorsville attractive is highly related to our location-specific advantages. Expanding and relocating businesses are able to access this information by leveraging the site-specific power of GIS through the Internet with the *Taylorsville Property Locator*," said Economic Development Director Donald Adams.

In addition to these tools, ZoomProspector provides dynamic mapping capabilities—including the ability to zoom in/out, move the map, identify information and view geographic "layers" of information such as incentive areas, zoning, traffic counts, topography, general plan designations, and aerial photography.

The importance of providing quality property and site selection information is critical because eighty percent of the initial site selection screening is now done using the Internet.

Recognizing that cities are often overlooked for new job investments if they do not provide quality information online, the City responded effectively to this need by creating the *Taylorsville Property Locator* to attract new businesses and to respond to the needs of existing businesses. According to Donald Adams, "The *Taylorsville Property Locator* gathers economic, planning, infrastructure, geographic, and demographic information often sought by businesses looking to relocate or expand into a 'one-stop-shop' business portal on the Web. It allows users to view, create, and print maps; find available commercial or business property; and develop custom demographic radius reports."

- The *Taylorsville Property Locator* strengthens the partnership between the City of Taylorsville and commercial real estate professionals. The City is promoting available properties, and real estate professionals are assisting in attracting new and better jobs to the City. "The *Taylorsville Property Locator* website is tangible evidence of the City of Taylorsville's commitment to partnering with the commercial real estate community. This outstanding site will be an invaluable tool to inform and convince corporate real estate executives and businesses around the globe of the economic opportunities found in Taylorsville. I'm enthusiastic about the *Property Locator* because it sends the right message to the corporate community. They're used to doing business online. If they are thinking of expanding or relocating jobs, they will see that we are a progressive city," said Mayor Russ Wall.

## HOW THE TAYLORSVILLE PROPERTY LOCATOR WORKS

At the heart of The *Taylorsville Property Locator* is powerful GIS (Geographic Information System) technology called ZoomProspector developed by GIS Planning, Inc. that makes this new Internet service more powerful than typical websites. GIS is an integration of software and geographic data designed to efficiently display and analyze information. In the case of The *Taylorsville Property Locator*, GIS allows visitors to rapidly tailor maps and reports to suit their needs and to access data that would normally take weeks to collect and thousands of dollars to obtain from specialty data researchers.

For example, available properties can be viewed, along with size, use, cost, development incentives, and contact information. Corresponding demographic reports such as labor force, education levels, consumer spending, and age can be created. In addition, businesses are mapped by industry, showing their distribution and concentrations throughout the area.

The free website program is now available to the public on-line at [www.taylorsvillepropertylocator.com](http://www.taylorsvillepropertylocator.com). For additional information and Frequently Asked Questions please visit the website.

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